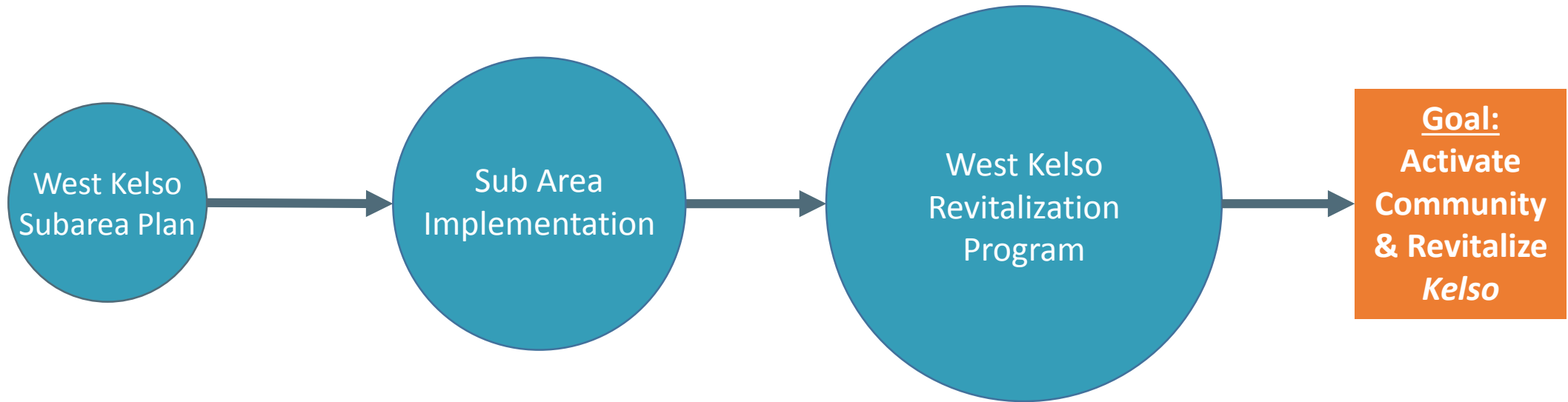




West Kelso Subarea Plan
Alternatives Presentation
December 1, 2015

West Kelso Revitalization



City of Kelso

- Capital Investments
- Development Standards
- Design Guidelines
- Partnering

Community

- Organization
- Landscaping
- Events
- Marketing

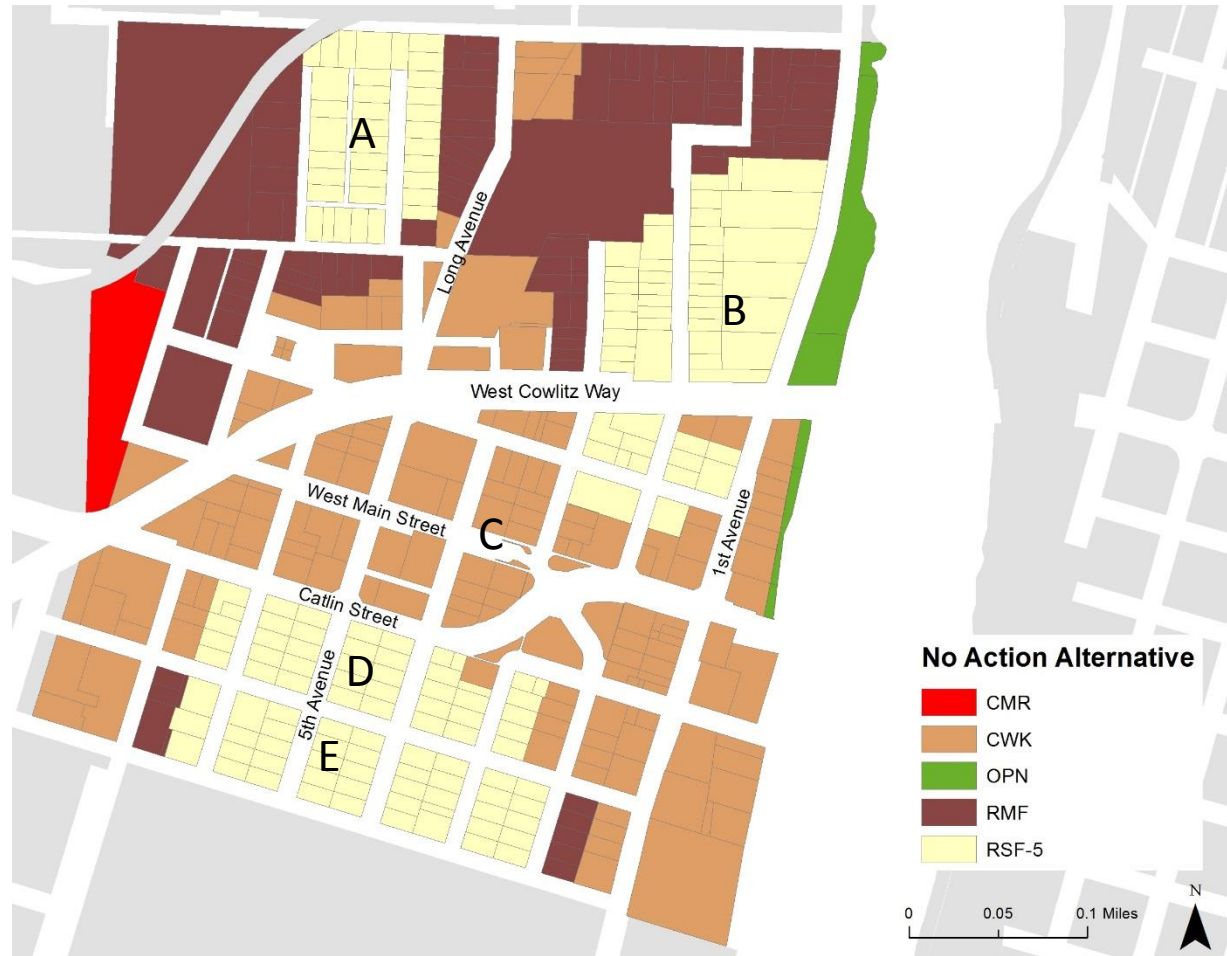
Private Sector

- Infill and Redevelopment
- Economic Restructuring
- New Businesses

Alternatives

- Three Land Use and Zoning Alternatives
 - No Action (No Changes)
 - Alternative 1
 - Alternative 2
- Other Plan Options
 - Design Improvements
 - Organizational Development
 - Community Partnerships
- Alternatives not mutually exclusive – elements may be combined for Preferred Alternative

No Action Alternative



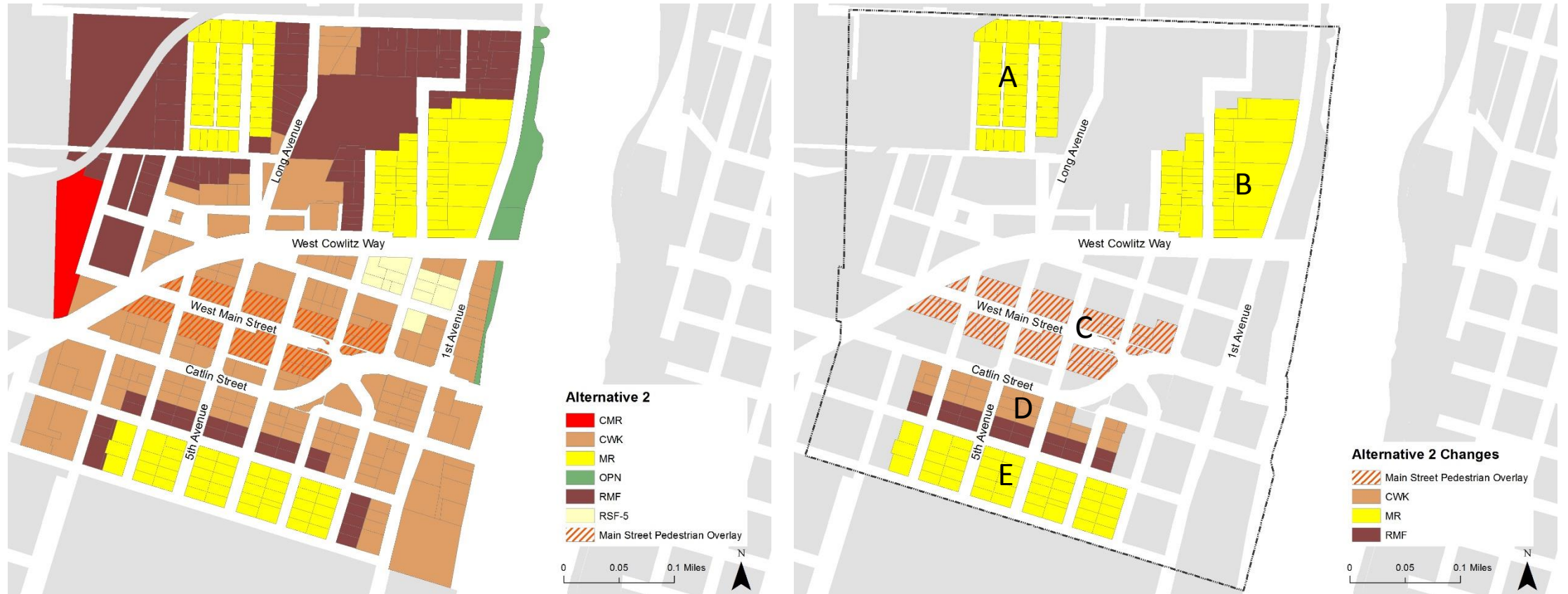
Alternative Changes



Alternative 1



Alternative 2



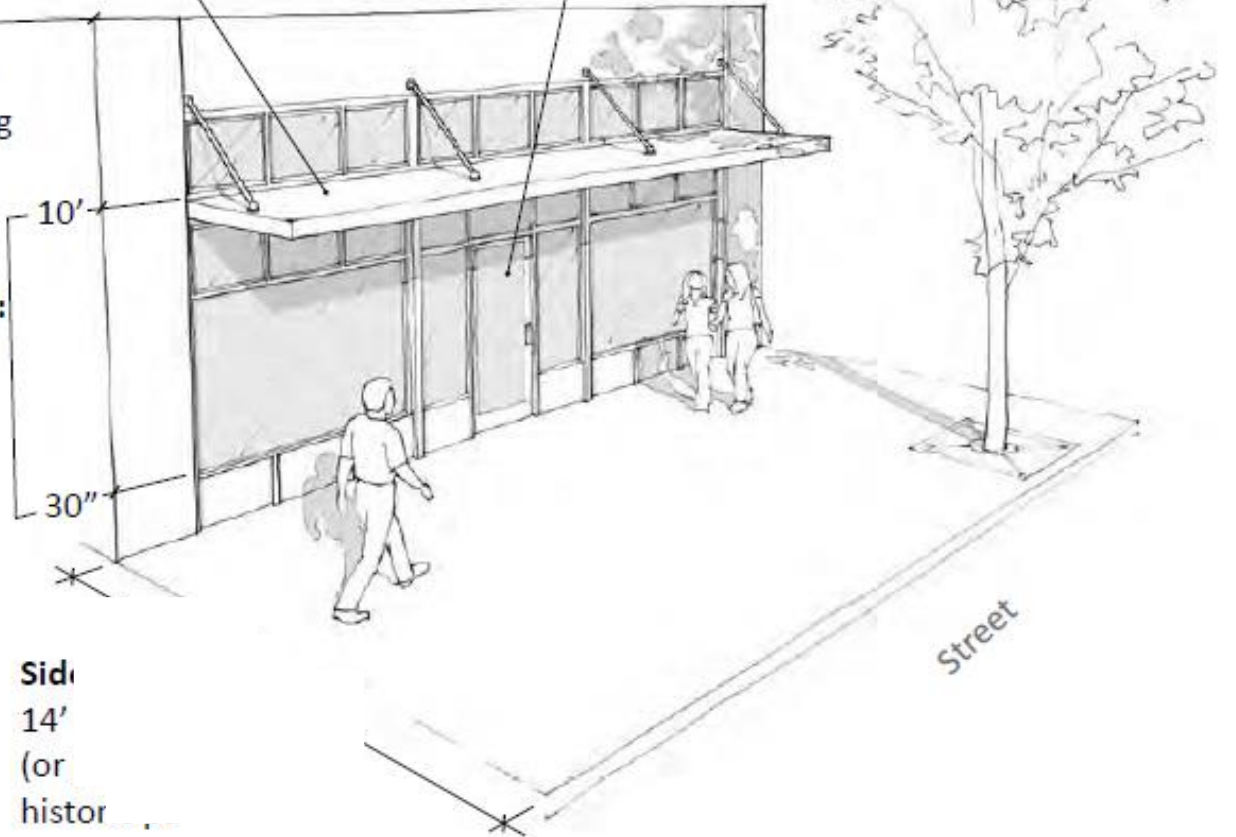
Alternatives 1 & 2: Main Street Example Frontage Standards for New Development

Weather protection:
At least 5' average depth
along 60% of facades
facing south or west

Height:
13' minimum
floor to ceiling

**Windows/
transparency:**
At least 60%
of facade
between 30"
and 10'

Entry:
facing street

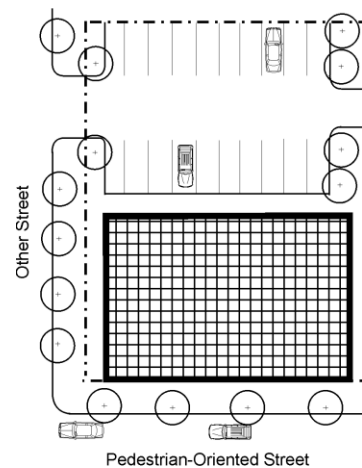
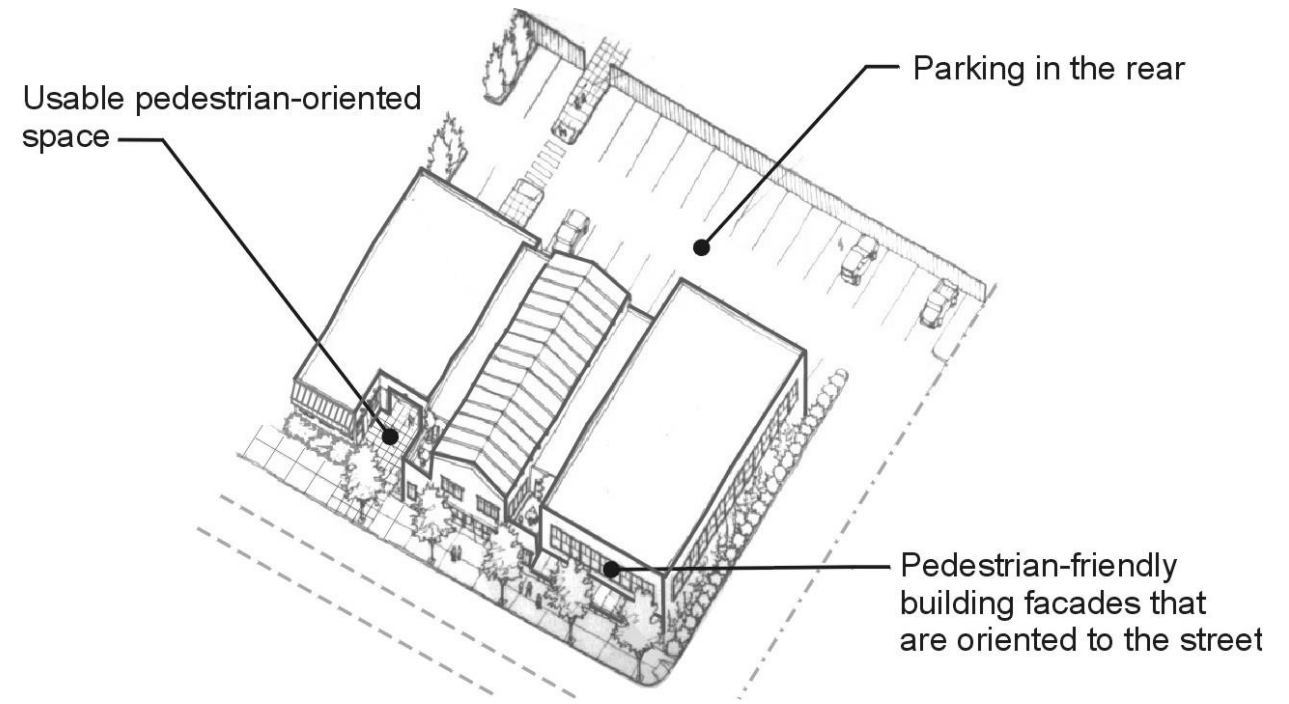


Alternatives 1 & 2:

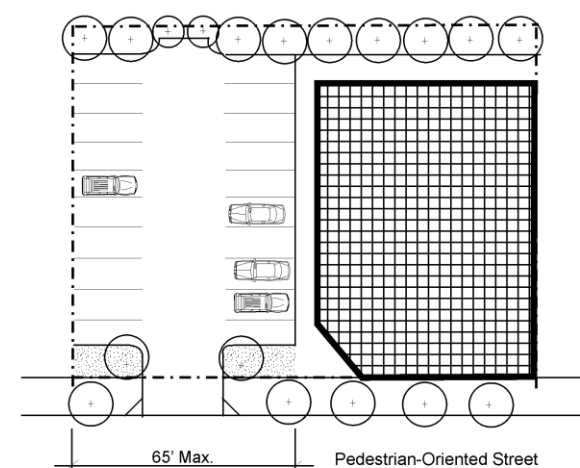
Increase use flexibility by allowing single purpose multifamily in the CWK zone except for Main Street



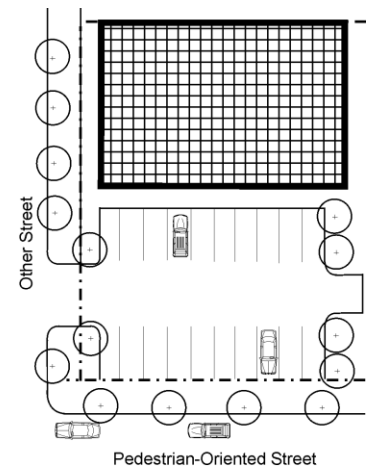
Alternatives 1 & 2: Design standards to address pedestrian oriented design



GOOD



ACCEPTABLE



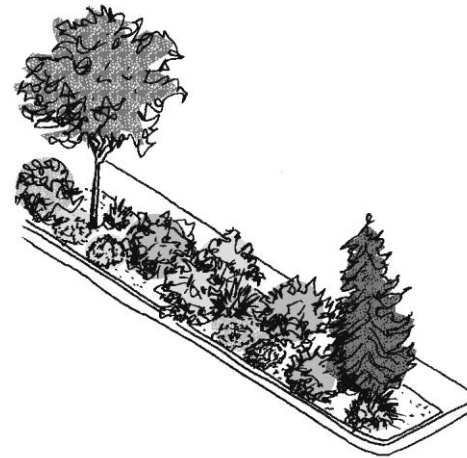
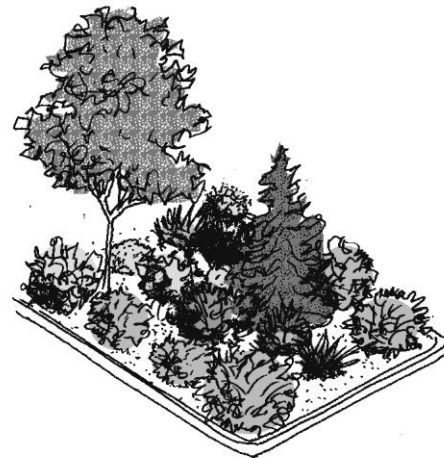
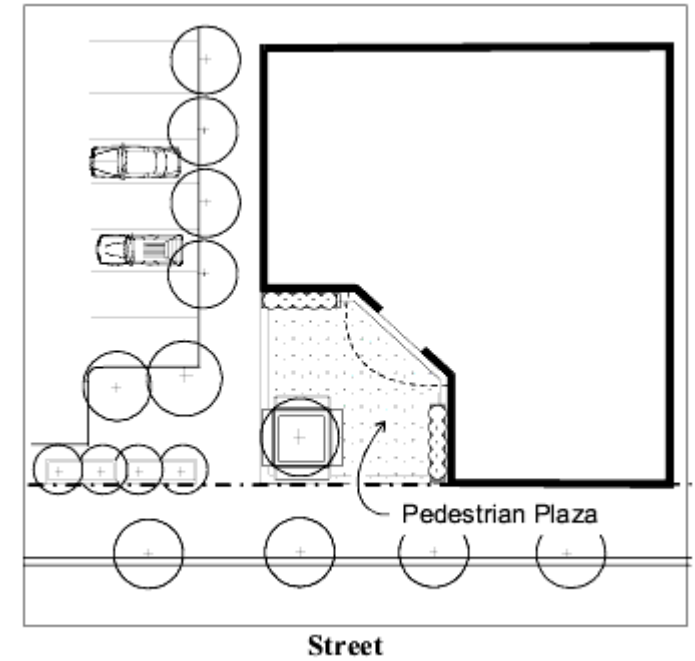
UNACCEPTABLE

Alternatives 1 & 2: Design standards to address building design



Alternatives 1 & 2:

Design standards to address reduced off-street parking requirements, shared open space, and landscaping



Alternative 2:

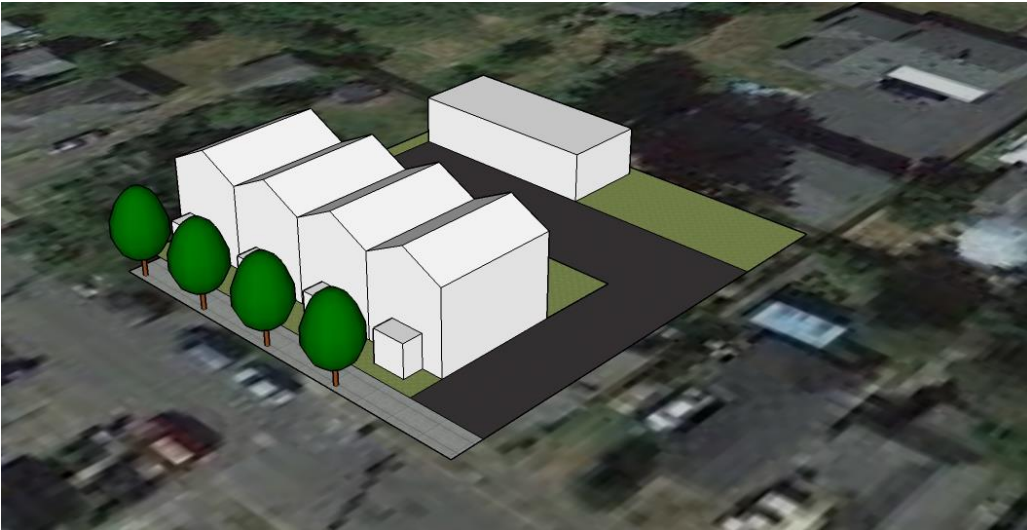
Portion of RSF-5 converted to a new Mixed-Residential Zone that allows a mix of residential development types



Townhome Concept Plan (Existing)



Townhome Concept Plan



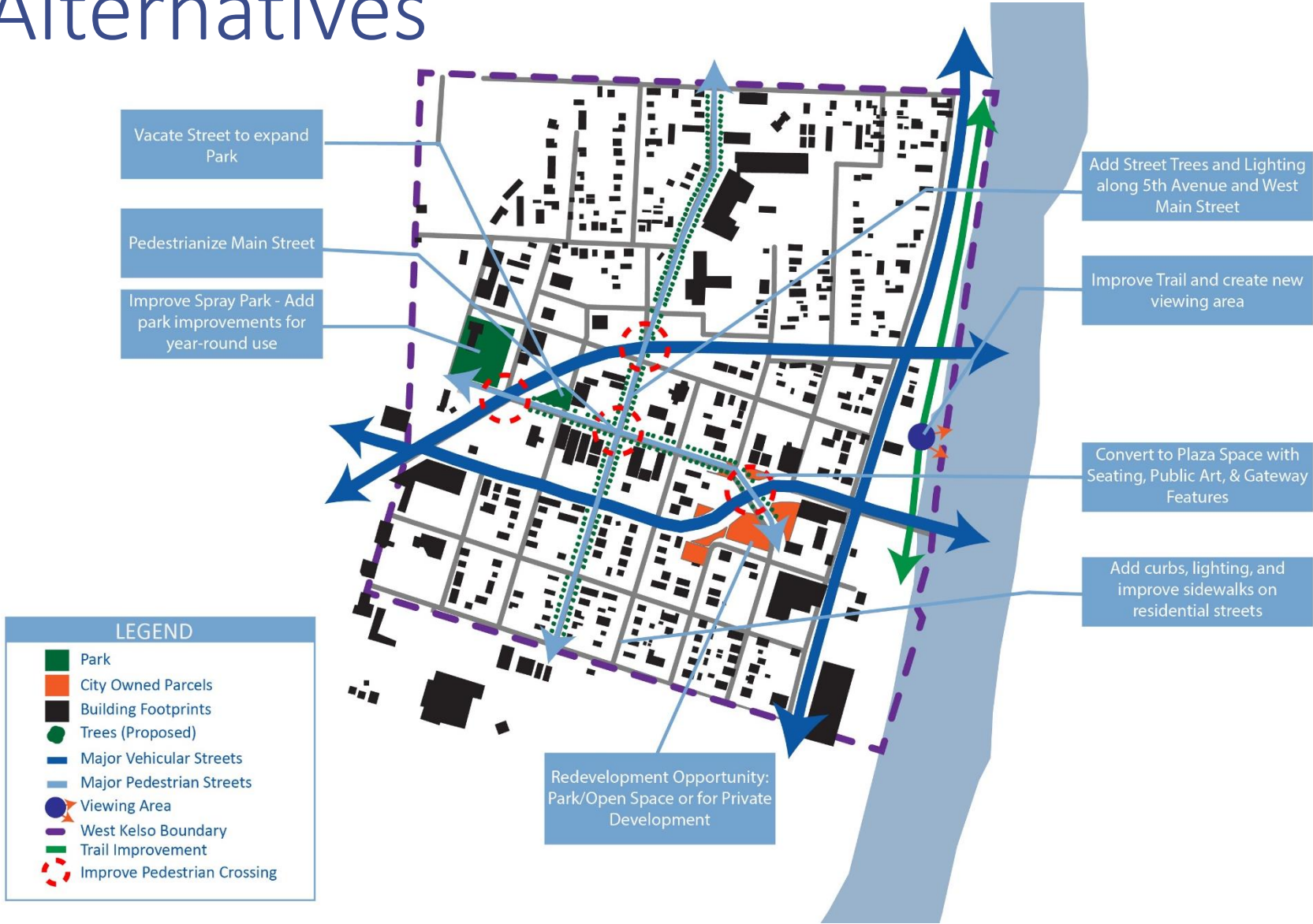
Current Zoning: 8.7 units/acre
Townhome Density: 16.5 units/acre



Example of housing adjacent to River



Design Alternatives



Public space improvements where the street realignment was completed at West Main and Catlin Streets



Plaza (Existing)



Plaza



Additional Plan Options

- Establish West Kelso Business Improvement Organization
 - Events
 - Marketing
 - Landscape Maintenance
 - Small scale public improvements
 - Public Art Program
- Organize and sustain neighborhood volunteer clean-up efforts
- Partner with Public Health Agencies to increase access to drug treatment
- Business District Parking Study after West Main Streetscape Project

Workshop #2 Summary

Alternatives Preference

	No Action	Alternative 1	Alternative 2
Area A	1.3	1.3	1.8
Area B	2.9	1	2
Area C	2.6	1.4	2.0
Area D	2.8	1.3	1.9
Area E	2.5	1.6	1.8

Design Options Preference

Design Option	Like	Neutral	Don't Like
1 Vacate Street to expand park	7	1	1
2 Pedestrianize Main Street	9	0	0
3 Improve Spray Park	9	0	0
4 Improve Trail Along River	6	3	0
5 Convert area North of Catlin and Main to Plaza Space	6	3	0
6 Redevelop area South of Catlin and Main to Park/Open Space	7	2	0

Workshop #2 Summary

Vision Statement

	Like	Neutral	Don't Like
How do you feel about the proposed vision statement?	8	1	0

Design Options Preference

Option	More	The Same	Less
Public Improvements			
Street Art	7	0	1
Street Lighting	8	0	0
Signage	2	6	0
Public Plazas	8	0	0
Pocket Parks	7	0	0
Riverfront Viewing Areas	8	1	0
Storefront Improvements	9	0	0
City Action			
Policing program to help place those dealing with drugs in treatment	7	0	1
Enforcement of nuisance laws	9	0	0
Blight and vacant property laws	9	0	0
Purchase and redevelopment of distressed property by City	7	1	0
Partnerships and Community Groups			
Neighborhood watch	9	0	0
Community clean-ups	9	0	0
Local Business/Main Street organization	8	1	0

Workshop #2 Summary

Favorite Concepts:

- Rezoning of Catlin to dense housing
- Plaza ideas near West Main and Catlin
- Pedestrian overlay - mandates on design focusing on public engagement
- Expand commercial area and mix with residential - safer for pedestrians
- Pedestrian Overlay
- Zone B
- Zone D for CWK
- The vision and the design options in terms of what an ideal "West Kelso" could be!
- The pedestrian concept
- The new MF areas
- Ideas of improving the area is good. Need more coordination with Longview & Cowlitz County in their proposed projects
- Artists/ Artwork
- Attracting young vital growing families
- More lighting

Workshop #2 Summary

Least Favorite Concepts:

- Widening street on Catlin - \$\$\$ for what value?
- Conformity if existing property attractive and well maintained, not
- Need to make a clear upgrade standard for new properties
- Mixed residential could seem intrusive if you have single family homes adjacent to multifamily. There would have to be design "rules" that would allow these areas to blend well together while maintaining a safe, clean and attractive, inviting area to come home to
- Parking issues. Lots are empty because businesses are not attractive. With improvements parking will be an issue. If no streetside options, public lots may need to be considered.
- I feel phase two of the Catlin Street project is not needed and will harm business access. I hope this is reconsidered.
- I like the idea of trees down West Main and 5th but I hope they are low laying ones so not to disrupt views

Workshop #2 Summary

- Additional Comments:
 - Create an identify by renaming as the “Catlin Neighborhood”
 - Better lighting and curbing on residential streets
 - Support for Business Association
 - Local Public Art
 - Community and Neighborhood Events
 - Public Restrooms

Next Steps

- Draft Plan
 - Mid-January
- Final Plan
 - Early February
- Questions: WestKelso2015@gmail.com